

Application No. 09/921,097
Amendment dated July 23, 2007
Reply to Office Action of February 23, 2007

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A method for using an interactive video, the method comprising the steps of:
 - delivering a video to a user and displaying the video on a visual display, the video having at least one interface link associated therewith, the interface link adapted to be displayed on the visual display and being linked to ancillary content accessible over a network;
 - interacting with the interface link to access the ancillary content;
 - interrupting the delivery of the video to the user and interrupting the display of the video on the visual display at a point in time;
 - transmitting ~~a user~~the user's request for the ancillary content over the network to a remote site where the ancillary content is stored;
 - delivering the ancillary content to the user and displaying the ancillary content on the visual display for interaction by ~~a the~~ user; and
 - continuing the delivery of the video to the user and continuing the display of the video on the visual display from the point in time ~~where~~when the delivery and the display of the video was~~were~~ interrupted after the interaction by the user.
2. (currently amended) The method of claim 1, wherein said displaying step includes streaming the video over a network to the visual display.
3. (currently amended) The method of claim 1, wherein said interacting step includes interacting with ~~an the~~ interface link being ~~that is~~ embedded in the video.
4. (original) The method of claim 1, wherein said interacting step includes overlaying the interface link on the video on the visual display.
5. (original) The method of claim 1, wherein said interacting step includes

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- interacting with the interface link originating from a separate feed from that of the video.
6. (currently amended) The method of claim 1, wherein said interacting step includes hiding the interface link from view on the display until the interface link is interacted with by the user.
 7. (currently amended) The method of claim 1, wherein said displaying step includes displaying the interface link ~~being as~~ as at least a partially transparent graphic.
 8. (original) The method of claim 1, wherein said interacting step includes interacting with primary ancillary content having a link to secondary ancillary content.
 9. (currently amended) The method of claim 1, wherein said displaying step includes displaying ~~an the~~ the interface link ~~that provides the~~ having an appearance of moving across ~~the a~~ a screen of the visual display as the video is being played.
 10. (currently amended) The method of claim 1, wherein said interacting step includes the sub-step of conducting a commercial transaction with ~~a the~~ the user.
 11. (currently amended) The method of claim 10, wherein said interacting step includes the sub-step of accessing the ancillary content having a link to a site adapted to handle the commercial transaction.
 12. (currently amended) The method of claim 1, wherein said interacting step includes accessing the ancillary content including information relating to the video.
 13. (currently amended) The method of claim 1, wherein said interacting step includes accessing the ancillary content including video.
 14. (original) The method of claim 1, wherein said interacting step includes the sub-step of conducting a commercial transaction using the ancillary content.
 15. (original) The method of claim 1, wherein said displaying step includes displaying video having a plurality of interface links associated therewith.
 16. (currently amended) A method for using an interactive video, the method comprising the steps of:

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delivering a video from a remote location over a network to a visual display user and displaying the video on ~~the~~ a visual display, the video having at least one interface link associated therewith adapted to be displayed on the visual display, the interface link providing access to ancillary content;

interacting with the interface link to access the ancillary content;

~~pausing said step of delivering~~ interrupting the delivery of the video from the remote location over the network to the user and displaying ~~pausing the display of the video from the remote location on the visual display~~ at a point in time;

accessing the ancillary content;

displaying the ancillary content to the visual display for interaction by a user; and

continuing the delivery of the video from the remote location over the network to the user and continuing the display of the video on the visual display from the point in time the delivery of the video and the display of the video was paused ~~were interrupted~~ after the interaction by the user.

17. (currently amended) The method of claim 16, wherein said ~~delivering~~ displaying step includes the sub-step of streaming the video to the visual display.
18. (currently amended) The method of claim 16, wherein said Interacting step includes interacting with ~~an~~ the interface link being ~~that is~~ embedded in the video.
19. (original) The method of claim 16, wherein said interacting step includes overlaying the interface link on the video on the visual display.
20. (original) The method of claim 16, wherein said interacting step includes interacting with the interface link originating from a separate feed from that of the video.
21. (currently amended) The method of claim 16, wherein said Interacting step includes hiding the interface link from view on the display until the interface link is interacted with.
22. (currently amended) The method of claim 16, wherein said ~~delivering~~ displaying

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- step includes ~~delivering~~ displaying the interface link ~~being as~~ at least a partially transparent graphic.
23. (original) The method of claim 16, wherein said interacting step includes interacting with primary ancillary content having a link to secondary ancillary content.
24. (currently amended) The method of claim 16, wherein said delivering step includes delivering ~~an the~~ interface link that provides the ~~having an~~ appearance of moving across ~~the a~~ screen of the visual display as the video is being played.
25. (original) The method of claim 16, wherein said accessing step includes the sub-step of conducting a commercial transaction with a user.
26. (currently amended) The method of claim 25, wherein said accessing step includes the sub-step of accessing the ancillary content having a link to a site adapted to handle the commercial transaction.
27. (currently amended) The method of claim 16, wherein said accessing step includes accessing the ancillary content including information relating to the video.
28. (currently amended) The method of claim 16, wherein said accessing step includes accessing the ancillary content including video.
29. (original) The method of claim 16, wherein said accessing step includes the sub-step of conducting a commercial transaction using the ancillary content.
30. (currently amended) The method of claim 16, wherein said delivering step includes delivering the video having a plurality of interface links associated therewith.
31. (currently amended) A method for displaying an interactive video, the method comprising the steps of:
- delivering a video to a user and displaying the video on a visual display, the video having an embedded interface link associated therewith while the video is displayed, the interface link being linked to ancillary content that is accessible over a network;
- interacting with the interface link to access the ancillary content;

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interrupting the delivery of the video to the user and interrupting the display and the delivery of the video on the visual display at a point in time;

transmitting a user request for the ancillary content over the network to a remote site where the ancillary content is stored; and

displaying the ancillary content to the visual display.

32. (currently amended) The method of claim 31, wherein said step of displaying ~~a the~~ video on a visual display includes streaming the video over ~~a the~~ network to the visual display.
33. (currently amended) The method of claim 31, wherein said interacting step includes hiding the interface link from view on the display until the interface link is interacted with.
34. (currently amended) The method of claim 31, wherein said step of displaying ~~a the~~ video on a visual display includes displaying the interface link ~~being as~~ at least a partially transparent graphic.
35. (original) The method of claim 31, wherein said interacting step includes interacting with primary ancillary content having a link to secondary ancillary content.
36. (currently amended) The method of claim 31, wherein said displaying step includes displaying ~~an the~~ interface link ~~that provides the~~ having an appearance of moving across ~~the a~~ screen of the visual display as the video is being played.
37. (original) The method of claim 31, wherein said interacting step includes the sub-step of conducting a commercial transaction with a user.
38. (currently amended) The method of claim 37, wherein said interacting step includes the sub-step of accessing the ancillary content having a link to a site adapted to handle the commercial transaction.
39. (currently amended) The method of claim 31, wherein said interacting step includes accessing the ancillary content including information relating to the video.
40. (currently amended) The method of claim 31, wherein said interacting step includes accessing the ancillary content including video.

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41. (original) The method of claim 31, wherein said interacting step includes the sub-step of conducting a commercial transaction using the ancillary content.
42. (currently amended) The method of claim 31, wherein said step of displaying ~~a the~~ video on a visual display includes displaying the video having a plurality of interface links associated therewith.
43. (currently amended) A method for displaying an interactive video, the method comprising the steps of:
- delivering a video to a user and displaying the video on a visual display;
 - displaying an overlaid interface link with the video based on the time elapsed during the display of the video, the overlaid interface link being displayed through a separate feed from that of the video, the overlaid interface link being linked to ancillary content;
 - interacting with the interface link to access the ancillary content;
 - interrupting ~~the display and the delivery of the video to the user and~~ interrupting the display of the video on the visual display at a point in time; and
 - displaying the ancillary content to the visual display.
44. (currently amended) The method of claim 43, wherein said step of displaying ~~a the~~ video on a visual display includes streaming the video over a network to the visual display.
45. (currently amended) The method of claim 43, wherein said interacting step includes hiding the interface link from view on the display until the interface link is interacted with.
46. (currently amended) The method of claim 43, wherein said step of displaying ~~a the~~ video on a visual display includes displaying the interface link being as at least a partially transparent graphic.
47. (original) The method of claim 43, wherein said interacting step includes interacting with primary ancillary content having a link to secondary ancillary content.
48. (currently amended) The method of claim 43, wherein said step of displaying an overlaid interface link includes displaying ~~an the~~ interface link ~~that provides~~

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~~the~~having an appearance of moving across ~~the~~a screen of the visual display as the video is being played.

49. (original) The method of claim 43, wherein said interacting step includes the sub-step of conducting a commercial transaction with a user.
50. (currently amended) The method of claim 49, wherein said interacting step includes the sub-step of accessing the ancillary content having a link to a site adapted to handle the commercial transaction.
51. (currently amended) The method of claim 43, wherein said interacting step includes accessing the ancillary content including information relating to the video.
52. (currently amended) The method of claim 43, wherein said interacting step includes accessing the ancillary content including video.
53. (original) The method of claim 43, wherein said interacting step includes the sub-step of conducting a commercial transaction using the ancillary content.
54. (currently amended) The method of claim 43, wherein said step of displaying ~~a~~the video on a visual display includes displaying the video having a plurality of interface links associated therewith.
55. (currently amended) A method for conducting commerce over a network during the display of a video to a user, the method comprising the steps of:
- delivering a video from a remote site to a user and displaying the video on a visual display, the video having an interface link associated therewith, the interface link being linked to a commerce site adapted to conduct commerce with the user that is accessible over a network;
 - interacting with the interface link during the display of the video to access the commerce site;
 - interrupting the delivery of the video from the remote site to the user and interrupting the display of the video ~~from the remote site~~on the visual display after the interface link is interacted with;
 - accessing the commerce site;
 - displaying the commerce site on the visual display; and

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continuing the ~~step of delivering~~ delivery of the video from the remote site to the user and displaying continuing the display of the video on the visual display from the point in time where the delivery and the display of video was were interrupted after accessing the commerce site.

56. (original) The method of claim 55, further comprising the step of completing a transaction with the commerce site.

Claims 57 and 58 (cancelled).

59. (currently amended) A method for creating an interactive video, the method comprising the steps of:

encoding and storing the video onto a remote storage medium at a first site;

creating a link program adapted to interrupt ~~the~~ delivery of video from the remote storage medium to a ~~visual display~~ user at a second site and to interrupt ~~the~~ display of the video on ~~the~~ a visual display at ~~a~~ the second site, the link program providing access to ancillary content accessible over a network, the link program linking the ancillary content and the video to the point in time when the delivery of the video from the remote storage medium to the user and the display of the video on the visual display ~~was~~ were interrupted;

associating the link program with the video;

delivering the video to the ~~visual display~~ user; and

displaying the video on the visual display.

60. (original) The method of claim 59, wherein said associating step includes the sub-step of encoding the link program with the video onto the storage medium.
61. (previously presented) The method of claim 60, wherein said sub-step of encoding the link program is performed simultaneously with said step of encoding the video.
62. (original) The method of claim 59, wherein said delivering step includes the sub-step of delivering the link program in a separate feed from the video.
63. (original) The method of claim 59, wherein said delivering step includes the sub-step of overlaying the video with the link program during said displaying step.

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64. (currently amended) The method of claim 43, wherein the step of ~~measuring~~
displaying includes interacting with a time code marker embedded in the video.
65. (previously presented) The method of claim 59, wherein the step of associating
the link program with the video includes embedding a time code marker in the
video to permit the display of an interface link to the ancillary content based on
the time elapsed during the display of the video.